



OCT23/12 18.55  
\*\* WFSB-TV \*\*

REV #1 \$\$\$

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## CONTRACT



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

And:

**Mentzer Media Services, Inc.**  
**600 Fairmount Avenue**  
**Suite 306**  
**Towson, MD 21204**

<b>Contract / Revision</b> 499237 /		<b>Alt Order #</b> 06382354
<b>Product</b> LINDA MCMAHON 4 SENA		
<b>Contract Dates</b> 10/19/12 - 10/22/12		<b>Estimate #</b> 1517
<b>Advertiser</b> McMahon for Senate		<b>Original Date / Revision</b> 10/24/12 / 10/24/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WFSB	<b>Account Executive</b> Heather Uttley	<b>Sales Office</b> HRP-WASHING
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 1021	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	10/19/12	10/19/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----1--				1	\$300.00			
2	WFSB	10/19/12	10/19/12	9am-10am	9am - 10am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----1--				1	\$500.00			
3	WFSB	10/19/12	10/19/12	3pm-4pm Syndication	2:58pm-4pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----1--				1	\$200.00			
4	WFSB	10/19/12	10/19/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----1--				1	\$400.00			
5	WFSB	10/19/12	10/19/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----1--				1	\$1,500.00			
N 6	WFSB	10/20/12	10/20/12	Sa Late News	11PM - 11:35PM		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$1,900.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/15/12-10/21/12	Sa Late News	11PM - 11:35PM	-----Sa--	:30		\$1,900.00	NM		
				Credited								
7	WFSB	10/20/12	10/20/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$375.00			
8	WFSB	10/20/12	10/20/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$500.00			
9	WFSB	10/21/12	10/21/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$375.00			
10	WFSB	10/21/12	10/21/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$500.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

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<u>Advertiser</u> McMahon for Senate		<u>Original Date / Revision</u> 10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
11	WFSB	10/21/12	10/21/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$1,100.00			
12	WFSB	10/21/12	10/21/12	Patriots Football	1:00pm - 7:00pm		:30			NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$12,000.00			
13	WFSB	10/22/12	10/22/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$300.00			
14	WFSB	10/22/12	10/22/12	9am-10am	9am - 10am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$500.00			
15	WFSB	10/22/12	10/22/12	3pm-4pm Syndication	2:58pm-4pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$200.00			
16	WFSB	10/22/12	10/22/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$1,500.00			
17	WFSB	10/22/12	10/22/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$1,900.00			
<b>Totals</b>											<b>16</b>	<b>\$22,150.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	16	\$22,150.00	\$18,827.50
<b>Totals</b>	<b>16</b>	<b>\$22,150.00</b>	<b>\$18,827.50</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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